

## Experience China's Digital Trade

### I. Background

Business education of Zhejiang International Studies University began in 1997. At present, School of International Business has 6 departments, 4 research institutes and 1 experimental center. The discipline covers economics, management and science. Among them, applied economics is a "provincial first-class discipline", international business and international economy and trade are "provincial first-class professional construction points", and cross-border e-commerce is one of the first approved majors in China (2020). With more than 2000 full-time students (including international students), it is now the largest college outside Zhejiang. The college is a member of the European Management Development Foundation and is preparing to participate in the EPAS international professional certification. The "Pujiang Research Institute of Overseas Zhejiang Cross border E-commerce" was jointly established with the People's Government of Pujiang County. Jointly with universities, enterprises and industry organizations at home and abroad, it launched the establishment of the "Silk Road E-Commerce Industry Education Integration International Community". It has been approved as a provincial key modern industry college of "Multilingual cross-border e-commerce industry college".

"Experience China's Digital Trade " is an youth exchange program course tailored for international undergraduates majoring or interested in business. Through the combination of lectures and field trips, this program deeply analyzes the development trend of China's digital trade, especially the practice and innovation of cross-border e-commerce. Students will gain practical operation experience and market insight through visiting Zhejiang Mass maker Space, Liuxia cross-border e-commerce park, Pujiang Cross-border E-commerce Research Institute and so on. This course aims to develop students' cross-cultural understanding, professional skills and innovative thinking to provide students with a comprehensive, in-depth and interactive learning experience.

### II. Objective

1. Enhance the international perspective: to provide undergraduates with a deep understanding of China's digital trade and enhance their competitiveness in the global business environment.
2. Combination of theory and practice: Through lectures and the field investigation of offline courses, students can apply theoretical knowledge to practical situations.
3. Professional skills improvement: focus on e-commerce, brand overseas, AI application and intelligent manufacturing and other fields to improve students' professional skills and market adaptability.
4. Cross-cultural exchanges: Promote cultural exchanges and enhance the understanding of different business environments and cultural differences through international Innovation and entrepreneurship ability training: to stimulate students' innovative thinking and entrepreneurial spirit, especially in the rapidly changing field of digital trade.
5. Field visit and market insight: By visiting China's leading cross-border e-commerce parks and enterprises, students can gain valuable market insight and industry experience.
6. Teamwork and leadership development: Develop students' team spirit and leadership in group discussions and project cooperation.

Critical thinking and analytical ability: train students to use critical thinking to analyze complex business problems, such as the digital divide between China and the rest of the world, data security, etc.

#### V. Itinerary

<b>Date</b>	<b>event</b>	<b>Location</b>
November 16th Sunday	Depart for Hangzhou, greeted by ZISU, stay in school and familiarize yourself with the environment.	Hangzhou
November 17th Monday	Morning: Opening ceremony Afternoon: Lecture on " Zhejiang you don't know"	Hangzhou
November 18th Tuesday	Morning: Workshop on Digital Trade I Afternoon: Field Trips to Liangzhu, Grand Canal, West Lake, City Balcony	Hangzhou
November 19th Wednesday	Morning: Workshop on Digital Trade II Afternoon: Joint research Alibaba - Lectures, interviews, visits to feel the corporate culture, etc.	Hangzhou
November 20th Thursday	Morning: Workshop on Digital Trade III Afternoon: Cultural experience - visit Desu Palace in ancient costume, savor the Song Dynasty charm	Hangzhou
November 21st Friday	Led by Chinese and American mentors, the team will travel to Pujiang to visit local enterprises and carry out youth volunteer services	Pujiang
November 22nd Saturday	Led by Chinese and American mentors, the team conducted research on local enterprises and carried out volunteer services.	Pujiang
November 23rd	Returning to Hangzhou,	Hangzhou
November 24th Monday	Visiting companies	Hangzhou

November 25th Tuesday	Morning: Workshop on Digital Trade IV Afternoon: Students organized, hosted and presented the "Zhejiang-Missouri Forum on the Future Development of College Students".	Hangzhou
November 26th Wednesday	Morning: Cultural experience - experience traditional Chinese calligraphy and paper-cutting, and make special gifts for family Afternoon: visit to the Department of Education of Zhejiang Province and the Department of Commerce of Zhejiang Province	Hangzhou
November 27th Thursday	Morning: Workshop on Digital Trade V Afternoon: visit the Foreign Affairs Office of Zhejiang Province, and the Chinese Silk Museum/Tea Museum.	Hangzhou
November 28th Friday	Morning: Closing ceremony Afternoon: free time	Hangzhou
November 29th Saturday	The group departed for home	Hangzhou